

## Press Room



December 1, 2004

Dear Editor:

As the holiday season quickly approaches, it is more important than ever to remind Californians to celebrate responsibly.

In 2003, more than 32,000 people were killed and injured in alcohol-related collisions on California's roadways. After more than a decade of decline, this number has continued to climb for the past five consecutive years.

But California's enforcers are fighting back. The California Business, Transportation and Housing Agency has recently directed the allocation of more than \$4.7 million to police departments throughout the state to step up DUI prevention efforts during peak holiday periods. The first wave of heightened enforcement will take place this December, when statewide law enforcement agencies take to the streets to conduct concentrated sobriety checkpoints and patrols. Thousands of officers will aggressively be looking for and removing drunk drivers from the roadways. Their message is clear – drinking and driving is not acceptable and will not be tolerated.

Driving under the influence is a serious crime that can cost you your freedom, or even your life. If you choose to take the gamble, your odds of getting away unscathed are not good. So this holiday season I encourage all Californian's to make the right choice – designate a driver before you celebrate. There's just too much to lose.

Sincerely,

SUNNE WRIGHT McPEAK  
Secretary  
Business, Transportation and Housing Agency